

Amendments to the Claims

This listing of claims replaces all prior versions and listings of claims in the application.

Listing of Claims:

1. (Currently Amended) A method of generating information including targeted ads, the method comprising:

receiving a first information item of a channel in a syndicated format, the first information item including a first title, a first link, and a first description, the channel including a channel title, a channel link, and a channel description;

receiving a first targeted ad item in the syndicated format, the first targeted ad item including a first targeted ad title, a first targeted ad link, and a first targeted ad description; from an automated ad server system;

storing, on a computer storage medium, the first information item and the first targeted ad item;

inserting combining the first targeted ad item adjacent to the with the received first information item to generate a set of response information which is also in the channel in [[a]] the syndicated format; and

forwarding the channel including the first information item and the first targeted ad item.

2. (Currently Amended) The method of claim 1, wherein [[said]] the syndicated format is configured to list at least one item having a title, a link, and a description corresponding

~~to a channel, a format for listing items corresponding to a channel, said received information including a listing of at least two items and including for each item, a title and a link.~~

3. (Cancelled)

4. (Original) The method of claim 2, wherein said syndicated format is an XML compliant format.

5. (Original) The method of claim 2, wherein said syndicated format is RSS.

6. (Original) The method of claim 2, wherein said syndicated format is Atom.

7-10. (Cancelled)

11. (Currently Amended) The method of claim 1, further comprising:
receiving ~~communicating~~ keyword information, the keyword information including at least one keyword; ~~to said automated ad server system to be used in~~
selecting ~~[[said]]~~ a first targeted ad from among a plurality of ads based on the at least one keyword; and
generating the first targeted ad item in the syndicated format based on the first targeted ad.

12. (Currently Amended) The method of claim 11, wherein ~~said first targeted ad is a keyword targeted ad that is targeted based on a keyword included in one of~~ receiving the keyword information comprises receiving a user request including the at least one keyword. for

~~syndicated content and said received information in a syndicated format, said keyword being included in the communicated keyword information.~~

13. (Currently Amended) The method of claim 11, wherein [[said]] the first information item includes the at least one keyword, ~~is one of a user search term and a keyword included in said received information in a syndicated format.~~

14-16. (Cancelled)

17. (Currently Amended) The method of claim 1, ~~where said~~ wherein the first targeted ad item includes [[is]] a content targeted ad that is ~~targeted~~ selected using syndicated content included in [[said]] the received first information item. ~~in a syndicated format.~~

18. (Currently Amended) The method of claim [[1,]] 17, wherein ~~syndicated~~ content used to select [[said]] the first targeted ad includes at least one of the first title, the first link, and the first description ~~item description information, an item URL, and an item title included in~~ [[said]] the received first information item. ~~in a syndicated format.~~

19. (Currently Amended) The method of claim 1, further comprising:
~~communicating~~ receiving at least some user profile information ~~to said automated ad server system to be used~~ for use in selecting [[said]] a first targeted ad from a plurality of ads.

20. (Cancelled)

21. (Currently Amended) The method of claim 1, further comprising:

~~communicating at least some~~ receiving geographic location information ~~to said~~
~~automated ad server system to be used~~ for use in selecting ~~[[said]]~~ a first targeted ad from a
plurality of ads.

22. (Currently Amended) The method of claim ~~[[1,]]~~ 21, wherein ~~[[said]]~~ the first
targeted ad is a ~~geographic location targeted ad, targeted~~ selected based on ~~[[the]]~~ a geographic
location to which ~~[[said]]~~ the channel is forwarded. ~~received information in a syndicated format~~
~~is to be delivered.~~

23. (Currently Amended) The method of claim 1, ~~wherein said received information~~
~~includes multiple items, the method further comprising:~~

receiving a first targeted ad selected based on content included in the first information
item;

generating the first targeted ad item in the syndicated format based on the first targeted
ad;

receiving a second information item of the channel in the syndicated format, the second
information item including a second title, a second link, and a second description, the second
information item being different from the first information item;

receiving at least one additional a second targeted ad selected based on content included
in the second information item, the second targeted ad being different from the first targeted ad;

generating a second targeted ad item in the syndicated format based on the second targeted ad, the second targeted ad item including a second targeted ad title, a second targeted ad link, and a second targeted ad description; and

inserting the second targeted ad item adjacent to the second information item in the channel in the syndicated format, wherein forwarding the channel comprises forwarding the channel including the first information item, the second information item, the first targeted ad item, and the second targeted ad item.

~~said additional targeted ad being targeted to content of a different item from said first targeted ad; and incorporating said at least one additional targeted ad into said received information so that the generated set of response information includes the received first targeted ad and said at least one additional targeted ad as items in the generated set of response information.~~

24. (Currently Amended) The method of claim 23, wherein ~~[[item]]~~ the first description information corresponding to a of the first information ~~item included in said received information in a syndicated format is used to determine the content of said first item for ad targeting purposes.~~ select the first targeted ad.

25. (Currently Amended) The method of claim 23, wherein ~~a URL corresponding to a~~ the first link of the first information ~~item included in said received information in a syndicated format is used to determine the content of said first item for ad targeting purposes.~~ select the first targeted ad.

26-34. (Cancelled)

35. (Currently Amended) The method of claim 1, wherein the first targeted ad item includes content ~~which is newer than the most~~ that is more recent than content included in ~~said received~~ the first information item.

36. (Currently Amended) The method of claim 1, wherein the first targeted ad item has a more recent edit date than ~~any edit date associated with said received~~ the first information item.

37. (Currently Amended) The method of claim 1, wherein the first targeted ad item has a more recent change date than ~~any change~~ the first information item.

38-41. (Cancelled)

42. (Currently Amended) The method of claim ~~[[40,]]~~ 1, further comprising:
~~operating a targeted ad server to select said at least one~~ selecting a first targeted ad based
on as a function of i) at least one ~~[[of]]~~ keyword included in ~~[[said]]~~ a user request, a request; ii)
~~information indicative of said feed including syndicated content;~~ iii user profile ~~information;~~ and
information, and geographic location information.

43-55. (Cancelled)

56. (New) The method of claim 1, further comprising:

identifying the first information item in the channel.

57. (New) The method of claim 1, wherein inserting the first targeted ad item adjacent to the first information item comprises inserting the first targeted ad item immediately following the first information item.

58. (New) The method of claim 1, wherein inserting the first targeted ad item adjacent to the first information item comprises inserting the first targeted ad item immediately preceding the first information item.

59. (New) The method of claim 23, wherein inserting the second targeted ad item adjacent to the second information item comprises inserting the second targeted ad item immediately following the second information item.

60. (New) The method of claim 23, wherein inserting the second targeted ad item adjacent to the second information item comprises inserting the second targeted ad item immediately preceding the second information item.

61. (New) The method of claim 1, further comprising:
receiving a second information item in the syndicated format, the second information item including a second title, a second link, and a second description, the second information item being different from the first information item, wherein

inserting the first targeted ad item adjacent to the first information item comprises inserting the first targeted ad item immediately following the first information item and immediately preceding the second information item in the channel.

62. (New) The method of claim 1, wherein:

receiving the first information item in the syndicated format comprises receiving the first information item in the syndicated format from a syndicated content provider system;

receiving the first targeted ad item in the syndicated format comprises receiving the first targeted ad item in the syndicated format from a targeted ad server, the targeted ad server being different from the syndicated content provider system;

storing the first information item and the first targeted ad item comprises storing the first information item and the first targeted ad item on a storage device of a syndicated information/ad mixer, the syndicated information/ad mixer being different from the syndicated content provider system and the targeted ad server; and

inserting the first targeted ad item adjacent to the first information item comprises inserting the first targeted ad item adjacent to the first information item at the syndicated information/ad mixer.

63. (New) The method of claim 1, further comprising:

receiving a first targeted ad; and

generating the first targeted ad item in the syndicated format based on the first targeted ad.

64. (New) The method of claim 63, wherein:

receiving the first targeted ad comprises receiving the first targeted ad from a targeted ad server; and

generating the first targeted ad item in the syndicated format comprises generating the first targeted ad item in the syndicated format at a syndicated information/ad mixer, the syndicated information/ad mixer being different from the targeted ad server.

65. (New) A method of generating information including targeted ads, the method comprising:

receiving a user request, the user request including at least one keyword;

receiving, in response to the at least one keyword, first information;

generating, based on the first information, a first information item in a syndicated format, the first information item including a first title, a first link, and a first description;

receiving, in response to the at least one keyword, a first targeted ad;

generating, based on the first targeted ad, a first targeted ad item in the syndicated format, the first targeted ad item including a targeted ad title, a targeted ad link, and a targeted ad description;

storing, on a computer storage medium, the first information item and the first targeted ad item;

inserting the first targeted ad item adjacent to the first information item to generate a channel including the first information item and the first targeted ad item in the syndicated format, the channel including a channel title, a channel link, and a channel description; and forwarding the channel including the first information item and the first targeted ad item.

66. (New) The method of claim 65, wherein:
receiving the first information comprises receiving first information including the at least one keyword; and
receiving the first targeted ad comprises receiving a first targeted ad including the at least one keyword.

67. (New) The method of claim 65, wherein:
receiving the user request comprises receiving the user request from a user system;
receiving the first information comprises receiving the first information from a search/content server, the search/content server being different from the user system;
generating the first information item in the syndicated format comprises generating the first information in the syndicated format at a syndicated information/ad mixer, the syndicated information/ad mixer being different from the user system and the search/content server;
receiving the first targeted ad comprises receiving the first targeted ad from a targeted ad server, the targeted ad server being different from the user system, the search/content server, and the syndicated information/ad mixer;

generating the first targeted ad item in the syndicated format comprises generating the first targeted ad item in the syndicated format at the syndicated information/ad mixer system; and inserting the first targeted ad item adjacent to the first information item comprises inserting the first targeted ad item adjacent to the first information item at the syndicated information/ad mixer.

68. (New) The method of claim 65, wherein the syndicated format is one of RSS and Atom.

69. (New) The method of claim 65, wherein the syndicated format is configured to list at least one item having a title, a link, and a description corresponding to a channel.

70. (New) The method of claim 65, wherein inserting the first targeted ad item adjacent to the first information item comprises inserting the first targeted ad item immediately following the first information item.

71. (New) The method of claim 65, wherein inserting the first targeted ad item adjacent to the first information item comprises inserting the first targeted ad item immediately preceding the first information item.

72. (New) A system for generating information including targeted ads, the system comprising one or more processors connected to one or more storage devices, the system being configured to:

receive a first information item of a channel in a syndicated format, the first information item including a first title, a first link, and a first description, the channel including a channel title, a channel link, and a channel description;

receive a first targeted ad item in the syndicated format, the first targeted ad item including a first targeted ad title, a first targeted ad link, and a first targeted ad description;

store, on a computer storage medium, the first information item and the first targeted ad item;

insert the first targeted ad item adjacent to the first information item in the channel in the syndicated format; and

forward the channel including the first information item and the first targeted ad item.

73. (New) The system of claim 72, wherein the syndicated format is configured to list at least one item having a title, a link, and a description corresponding to a channel.

74. (New) The system of claim 72, wherein the syndicated format is one of RSS and Atom.

75. (New) The system of claim 72, wherein the system is configured to insert the first targeted ad item adjacent to the first information item by inserting the first targeted ad item immediately following the first information item.

76. (New) The system of claim 72, wherein the system is configured to insert the first targeted ad item adjacent to the first information item by inserting the first targeted ad item immediately preceding the first information item.